

# BUSINESS LEADER, CHAMBER OF COMMERCE, AND TOURIST BOARD QUESTIONNAIRE

Respondent name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Office: \_\_\_\_\_  
City, ST: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_  
Action: \_\_\_\_\_ Action: \_\_\_\_\_  
Status: \_\_\_\_\_ Status: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_  
Action: \_\_\_\_\_ Action: \_\_\_\_\_  
Status: \_\_\_\_\_ Status: \_\_\_\_\_

Thank you note sent? Y / N Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

## General Introduction (screen for informant)

Hello, my name is \_\_\_\_\_. I'm calling from the National Opinion Research Center at the University of Chicago. We are working on a study for the National Gambling Impact Study Commission. The Commission is authorized by Congress and the President to study the impact of gambling in the United States. For the current phase of the study, we are seeking to learn about communities that have access to casino gaming establishments. Your community has been randomly selected for an indepth review of some of the possible effects of having one or more casinos operating within or nearby a community. Is there someone there who I can speak with who has had a lot of experience at your agency, and who would be familiar about changes that have taken place in your community, perhaps over the last 5 or 10 years?

## Informant Introduction

Hello, my name is \_\_\_\_\_. I'm calling from the National Opinion Research Center at the University of Chicago. We are working on a study for the National Gambling Impact Study Commission. Are you familiar with the Commission? (*Clarify, if needed:* The Commission is authorized by Congress and the President to study the impact of gambling in the United States, and is currently conducting the first national survey on gambling in more than 20 years). For the current phase of the study, we are seeking to learn about communities that have access to casino gaming establishments. Your community has been randomly selected for an indepth review of some of the possible effects of having one or more gaming establishments operating within or nearby a community.

Given your position with \_\_\_\_\_, we think you can provide us with important information. Please be assured that we are asking for voluntary information, and that we won't use your name or other identifying information when presenting the results of our community studies. In case you have any questions or concerns that arise after we're done, let me give you the number for our project director, Sally Murphy: 773-???-?????. Is this a good time for you to answer a few questions?

—If No, not a good time, then ask When is a good time to call you back?

—If No, refuses to talk, add: It is very important that we speak with you, as a representative of your community, since the official data lag a couple years behind current events. We would like to have a complete and up-to-date profile on your community which we can present to the Commission members. Is it possible tomorrow might be better? If continues to refuse, ask Is there someone else in the community you could recommend?



## BUSINESS LEADER, CHAMBER OF COMMERCE, AND TOURIST BOARD QUESTIONNAIRE

### Background

1. First I need to ask you some questions about yourself. What is your job title?
2. How long have you worked in this capacity?
3. How long have you been involved in your general line of work?
4. How long have you lived in the (name of city) area?



## BUSINESS LEADER, CHAMBER OF COMMERCE, AND TOURIST BOARD QUESTIONNAIRE

### Gaming History

5. Next I'd like to ask a few background questions about the kinds of gambling available in (name of city). First, what sort of gaming establishments are operating in your community at this point in time? Please include any casinos, riverboats, racetracks, bingo parlors, and small businesses with video gaming machines (e.g., truckstops and bars) or lottery games.
  
6. Are there any gaming establishments located outside your community, within 50 miles of (name of city), that draw local residents?
  
7. Are any of the facilities in or around your community owned by an Indian tribe?
  
8. Could you sketch out for me about when various gaming establishments have opened in and around your community in the last 5 or 10 years?
  
9. Have any legal gaming establishments closed down? Y / N When did this happen?  
\_\_\_\_\_  
What was the reason?



## BUSINESS LEADER, CHAMBER OF COMMERCE, AND TOURIST BOARD QUESTIONNAIRE

### Community Changes

10. Now I'd like to find out about the sorts of changes your community has undergone in the last decade or so. To start, what changes have you seen in the business community during this time period? (*Probe: Changes in the types of businesses? Number or types of workers? Business starts or failings?*)
11. How much of this would you attribute to the opening of gaming facilities in the area?
1. What effects would you say the opening of gaming establishments has had on existing tourist-related businesses in the area?
  2. What types of new businesses have moved to or opened up in your community since the arrival of legalized gambling?
  3. What types of businesses have closed in your community since the arrival of legalized gambling?
12. Has your community experienced a change in the amount of tax revenue since legalized gambling was introduced? Y / N  
*If yes, What is the general trend?*
13. Has the introduction of legalized gambling affected property values in your community? Y / N  
*If yes, What is the general trend?*



## BUSINESS LEADER, CHAMBER OF COMMERCE, AND TOURIST BOARD QUESTIONNAIRE

14. What effect, if any, have gaming establishments had on the *number* of people who visit your area for vacations or day-trips?
15. What effect have gaming establishments had on the *types* of people who visit your area for vacations or day-trips?
16. Do you have any sense of the proportion of people coming to visit your community who are from out of state?
1. How about from within your state but outside your community?
  2. Have you noticed any changes in the proportion of out-of-town versus out-of-state visitors as new gambling facilities have opened in your area?
17. Can you think of any other ways the community has changed since gaming establishments were introduced?



## BUSINESS LEADER, CHAMBER OF COMMERCE, AND TOURIST BOARD QUESTIONNAIRE

18. For any of the issues we've discussed, have you noticed any differences by type of gambling activity—for example, casino gambling, pari-mutuel, bingo, lottery, or video lottery?
19. *If different types of gambling such as casinos and bingo parlors, bingo and racetracks, etc.:*  
Do you have any thoughts on the contributions of (casinos versus commercial bingo establishments / casinos versus racetracks / racetracks versus commercial bingo establishments) to the local tourist trade?
20. What would you say is the *primary* social or economic problem that your community faces at this time?
21. Would you say that legalized gambling has had any affect on your community's efforts to control this problem?
22. How does the community generally feel about having legalized gaming readily available?

*(Note: Check the economic data that we have for this community. If they are not complete, ask about getting data for the missing years.)*



## BUSINESS LEADER, CHAMBER OF COMMERCE, AND TOURIST BOARD QUESTIONNAIRE

### Expectations and Beliefs

23. Finally, we'd like to know, what were your personal expectations for the effects of a nearby gaming establishment on the economic vitality of the community before (it / they) opened? Have your expectations been borne out?
24. Have there been any changes (good or bad) you would attribute to legalized gambling that you didn't expect?
25. What is your overall feeling about the effects (if any) the availability of legalized gambling has had on your community?
26. Are you pleased with the overall direction of your local economy at this point? Y / N  
*If no:* What aspects could use improvement?
27. Do you have any other comments to share with us regarding gambling in your community?



## BUSINESS LEADER, CHAMBER OF COMMERCE, AND TOURIST BOARD QUESTIONNAIRE

### Closing

Thank you so much for your time and assistance!

May send you a copy of the Commission report once it is completed? Y / N

*I'd just like to emphasize that NORC will be sending you the report directly; we will not be giving any information about you to the Commission.*

May we call you back if we have additional questions? Y / N

Is there anyone else you would recommend I speak with on these types of issues?

Finally, do you have any brochures, news clippings, or other literature which you believe would be useful to us?

*Double-check R's name, title, and mailing address (so we can send draft profile), give them your name and phone number, and close.*

